

# THE MOTOR CAR INCOMPARABLE—



## ONLY \$1440 COMPLETE

And more for your money than in any other car on the market at anything like the price.

You'll like the looks of this car as soon as you've seen it, and when you have had a demonstration of its wonderful road abilities you'll wonder "How a car, combining such easy riding and hill climbing qualities can be sold at \$1,440"

THIS IS WHY—The price creates the demand—the demand justifies quantity production—and quantity production makes the price possible—It's as complete as a circle and as simple.

See other cars if you will, BUT BY ALL MEANS SEE E. M. F. "30" BEFORE YOU BUY. A big car for little money, small initial cost and lowest possible up-keep. E. M. F. "30" is a practical, sensible, and above all DEPENDABLE car that can and will do everything required of much higher priced machines.

Now's the time to buy. Utah's glorious summer is just commencing and her beautiful roads and driveways are beckoning you to enjoy "God's great out-of-doors" in the acme of all out-door pleasures—motoring.

Phone Us, See Us or Write Us for Particulars and "Reasons Why"  
E. M. F. "30" is the Car for You to Buy

# Studebaker

157 SOUTH STATE

BOTH PHONES